



**Better Leaders.  
Stronger Chambers.  
CACCE**

**Strategic Plan  
2009 – 2012**

**Attendees:**

John Cox  
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Jim Carpenter  
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**Contributors:**

David Jameson  
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**By Laws Study Committee:**

Jim Carpenter  
Carlotta Ungaro  
John Garman  
Jodi LaFreniere  
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**Mission & Vision:**

Rob Youngblood  
Linda Cheek  
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Beth Simmons  
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**VISION**

CACCE is the premier association for leadership and organization development of Chambers of Commerce in the Carolinas.

**MISSION**

CACCE equips Chamber of Commerce professionals with leadership skills and tools to build innovative Chambers.

**TAGLINE**

Better Leaders. Stronger Chambers. CACCE.

**VALUES**

Focused – doing a few things very well  
Responsive – meeting member needs  
Value/Quality – providing exceptional service  
Integrity/Professionalism – doing the right things for the right reasons  
Care – showing respect for the industry and each other

**PROGRAMMING**

- 1. Energize Chamber professionals and promote excellence at the Annual Management Conference by providing “executive level nuts and bolts” education.**

Opportunities: Tourism, Foundations, HR Issues, CCE, Accreditation, Institute, Financial Management & Budgeting, Compensation, Contracts, Governmental Affairs & Economic Development.

- 2. Align the annual Leadership Development Conference with programming for CEOs and Management Staff, focusing on 21<sup>st</sup> Century leadership skills and management training.**
- 3. Encourage regional Chamber groups within the Carolinas for roundtable gatherings and opportunities to connect. Incorporate roundtable learning into CACCE conferences.**
- 4. Provide innovative programming for Chamber staff in the Professional Development Series (PDS) with focus on events management and membership.**
- 5. Maximize use of technology to serve CACCE members.**
  - a. Create a new electronic newsletter to add unquestionable value to CACCE membership.**

Opportunities: Wednesday after lunch, best time to send; engage experienced chamber professionals to contribute articles and bits of wisdom; short “bullet point” type writing with connections to website for additional information.
  - b. Develop a new CACCE website that will communicate the value of membership, encourage participation in events, enlighten with current and relative information and challenge users to excel in Chamber work.**
  - c. Provide education through webinars.**
- 6. Engage Champions for Membership Renewals in CACCE.**
- 7. Grow number of CCEs, accredited Chambers and attendance at Institute.**
  - a. Provide Institute scholarships**
  - b. Engage current CCEs and executives of accredited Chambers to teach and encourage.**
- 8. Develop well defined systems.**
  - a. Staff expectations**
  - b. Volunteer expectations**

- c. Event guidelines**
- d. Financial management**
- e. Policies and Procedures**